

AHCCCS' Vision: Health Literacy for the Medicaid Population



**Monthly Health Web-Conference
October 27, 2008**

Presentation Overview

- Overview of the AHCCCS Health Literacy Initiative
- Mission, Goals, and Outcomes
- Rationale for Action: The Need
- Health Literacy Components
“Member Competency Levels”
- Partnerships
- Health Literacy Month
- List of Additional Resources



Health Literacy Overview

Mission & Goals



AHCCCS

Health Literacy: Commonly Used Terms Defined

Health Literacy

The degree to which individuals have the capacity to obtain, process, and understand basic health information and services needed to make appropriate health decisions.

Health Disparities

The differences between groups of people which can affect how frequently a disease affects a group, how many people get sick, or how often the disease causes death. Disparities include:

- Racial and ethnic minorities
- Residents of rural areas
- Women, children, the elderly
- Persons with disabilities



Health Literacy: Commonly Used Terms Defined (con't)

Health Equities

The absence of differences in health between groups with differential exposure to those social and economic policies and practices that create barriers to opportunity

Health Inequities

Disparities in health that are a result of systemic, avoidable and unjust social and economic policies and practices that create barriers to opportunity.



Mission & Goals of the Initiative

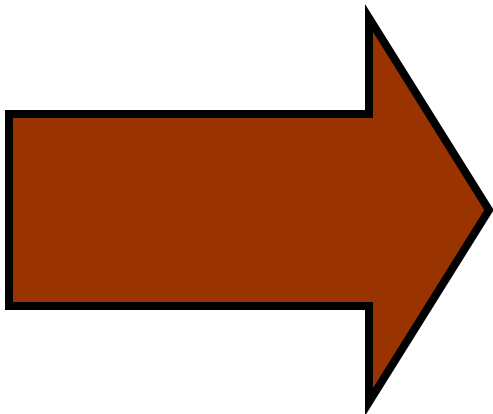
Mission

AHCCCS envisions the population including members, caregivers, and families, to have the appropriate health literacy knowledge to make better informed decisions; additionally AHCCCS envisions the population to:

- Raise Health Literacy
- Enhance Self-Management of Acute and Chronic Illness
- Improve Patient Treatment and Compliance to Doctor's Directions

Goals/Outcomes

- Raise Health Literacy
- Reduce Health Disparities
- Improve Cost Containment



Healthier Medicaid Population

Rationale for Action

- ➔ *Health Literacy is a critical but hidden health issue*
- ➔ *Health literacy is one of the most widespread obstacles to achieving better health outcomes in the United States*
- ➔ *“Your genes load the gun...but your lifestyle pulls the trigger” (Grant Jones)*

- Institute of Medicine of the National Academies. 2004. *Health literacy: A prescription to end confusion*. Washington, DC: The National Academies Press.

- Centers for Disease Control and Prevention. 2000. *Healthy people 2010: Health communication*. Available at: <http://www.healthypeople.gov>



The Need

Health literacy for the AHCCCS Medicaid Population is critical for effectively functioning in the health care setting. To support this, national reports and current research suggest the following:

- 1 in 5 Arizonans, **20% of Arizona's Population**, are **enrolled in an AHCCCS program**
- The Institutes of Medicine estimates **approximately 90 million people (1 in 3) lack health literacy skills** needed to function in the health environment.
- A report prepared for the Agency for Healthcare Research and Quality (AHRQ) states: "**Low literacy is associated with several adverse health outcomes, including **low health knowledge, increased incidence of chronic illness, poorer intermediate disease markers, and less than optimal use of preventive health services.**"**
- Individuals with **low levels of health literacy** were **more likely** to be **hospitalized** and to **experience bad disease outcomes.**



The Need (con't)

- Individuals with **limited health literacy** reported **poorer health status** and were **less likely to use preventive care**.
- Adults with **low health literacy** are **less likely to comply with prescribed treatment** and **self-care regimens**, **make more medication or treatment errors**, and **lack** the **skills needed to navigate the healthcare system**.



- National Institute for Literacy. (n.d.). Frequently asked questions. Retrieved on June 19, 2004 from <http://www.nifl.gov/nifl/faqs.html#literacy%20rates>
- Howard D, Gazmararian J, Parker R. Impact of Low Health Literacy on Medical Costs. AcademyHealth. Meeting (2004 : San Diego, Calif.). Academy Health Meet. 2004; 21: abstract no. 1535.
- Baker, D. W., Parker, R. M., Williams, M. V., & Clark, W. S. (1998). Health literacy and the risk of hospital admission. *Journal of General Internal Medicine*, 13(12), 791-798.
- Schillinger, D., Grumbach, K., Piette, J., Wang, F., Osmond, D., Daher, C., Palacios, J., Sullivan, G. D., & Bindman, A. B. (2002). Association of health literacy with Diabetes outcomes. *JAMA*, 288(4), 475-482.
- Nielsen-Bohlman, L., Panzer, A.M., & Kindig, D.A. (Eds.). (2004). *Health literacy: A prescription to end confusion*. Washington, D.C.: National Academies Press.
- Weiss BD. Hidden problems: low literacy. In: Weiss BD, ed. *20 common problems in primary care*. New York: McGraw-Hill, 1999:498-509.

Impact: Low Health Literacy within the AHCCCS Population

National studies:

- Missed doctor's appointments
- Provide inaccurate or incomplete medical histories
- Less likely to understand information given by physicians, nurses, or pharmacists to act upon necessary directions and procedures.
- Less knowledge about and poorer adherence to medication & self-care regimens for acute and chronic conditions
- Higher risk for hospitalization and emergency room utilization
- Difficulty navigating health plan
- Less likely to make use of screening and present in later stages of disease

Supporting the Initiative



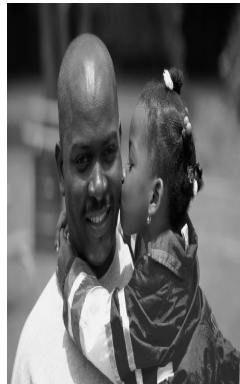
AHCCCS

AHCCCS Supports Health Literacy Through...

- Medicaid Transformation Grant
“Electronic Clinical Decision Support”
 - eLearning
 - Instructional Resources
 - Self-Care Handbooks
 - Health & Wellness Web Portal
- Five-Year Strategic Plan
 - Fiscal Year 2009-2013

The Medicaid Transformation Grant Proposal states

“...improved patient healthcare literacy, care adherence and self support through relevant bi-lingual health education audio/video materials that health care providers or the patient can access through the health information exchange.”



National Agencies Support Health Literacy

- **Healthy People 2010**

- Objective 11-2: Improve Health Literacy
- Objective 17-3: Increase Review with Older Patients Newly Prescribed and Over the Counter (OTC) Medications

- **Agency for Healthcare Research and Quality (AHRQ)**

- Evidence-Based Review of Health Literacy

- **Institute of Medicine (IOM)**

- Priority Areas for National Action: Transforming Health Care Quality
- Health Literacy: A Prescription to End Confusion

- Healthy People 2010, http://www.healthypeople.gov/document/html/uih/uih_6.htm

- National Healthcare Disparities Report: Summary. February 2004, <http://www.ahrq.gov/qual/nhdr03/nhdrsum03.htm>

- Institutes of Medicine of the National Academies, www.iom.edu/CMS/3809/4636/4290.aspx

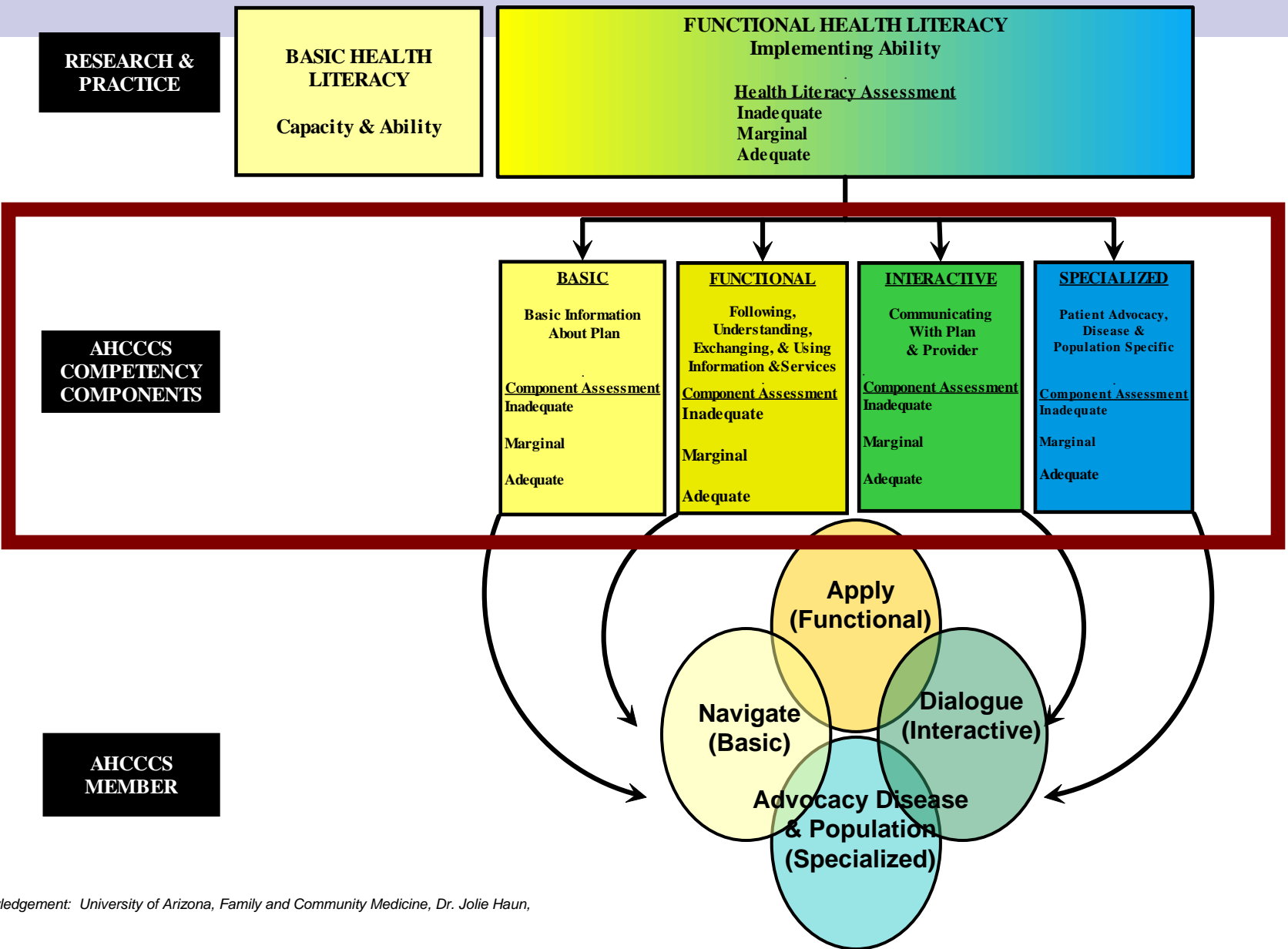


Health Literacy Components “Member Competency Levels”



AHCCCS

Health Literacy: Research/Practice, AHCCCS' Vision, Population's Understanding



Acknowledgement: University of Arizona, Family and Community Medicine, Dr. Jolie Haun,

AHCCCS' Vision of Health Literacy Components




	•Definition	•Outcomes
	Health Literacy is the degree to which individuals have the capacity to obtain, understand, and use basic health information and services needed to make appropriate healthcare decisions. (i.e. health plan navigation, grievance process)	<ul style="list-style-type: none"> ➤ Can navigate the AHCCCS program (“AHCCCS 101”) ➤ Can chose a provider ➤ Can complete a form to obtain services ➤ Can file grievances ➤ Understands primary roles of provider(s) and health plan ➤ Understands patients’ rights
Interactive Health Literacy	Interactive Literacy is the information that one needs in order to effectively communicate with doctors, specialists, and caregivers. This includes more advanced health care literacy, cognitive, interpersonal skills and confidence to work with healthcare professionals	<ul style="list-style-type: none"> ➤ Talk openly about symptoms and health conditions (what is the main problem, what do I need to do, why is this important) ➤ Understands specific components of a check-up (physical exam) ➤ Ability to ask questions about health and wellness
Functional Health Literacy	<p>Functional Health Literacy for members/caregivers involves basic reading and writing skills to understand and follow simple healthcare information, and directions given by the doctor.</p> <p>According to Center for Health Care Strategies, Functional Health Literacy is the ability to apply reading and numeracy skills in a health care setting.</p>	<ul style="list-style-type: none"> ➤ Understands and can apply doctors directions to achieve better health care and better health outcomes ➤ Has the cognitive skills to understand written instructions ➤ Basic reading and writing skills to understand and follow simple healthcare information and follow directions given from the doctor.
Specialized Health Literacy	Specialized Health Literacy allows caregivers, families, and loved ones who care for those with special needs, the ability to speak on behalf of the member and manage health and wellness needs. The caregiver has the knowledge and competence to perform and define patient care, including wellness activities and consumer directed care.	<ul style="list-style-type: none"> ➤ Understands their role as a caregiver (voice and advocate of the member) ➤Knows the health conditions of the member they are caring for ➤ Competence to perform patient prescribed care ➤ Parental role (in terms of getting immunizations, wellness checks, etc.)

Financial Impact



AHCCCS



“...spending on Medicaid is expected to substantially outpace the rate of growth in the U.S. economy over the next decade.”

The Changing Face of Medicaid

The change in the economy will have an impact on AHCCCS, as it is expected that Medicaid spending among states is projected to increase 4.4 % in fiscal year 2009.

According to the United States Department of Health & Human Services, enrollment in the Medicaid programs nationwide is expected to increase 24% by 2016.



Centers for Medicare & Medicaid Services

<http://www.cms.hhs.gov/TheChartSeries/downloads/2Tchartbk.pdf>

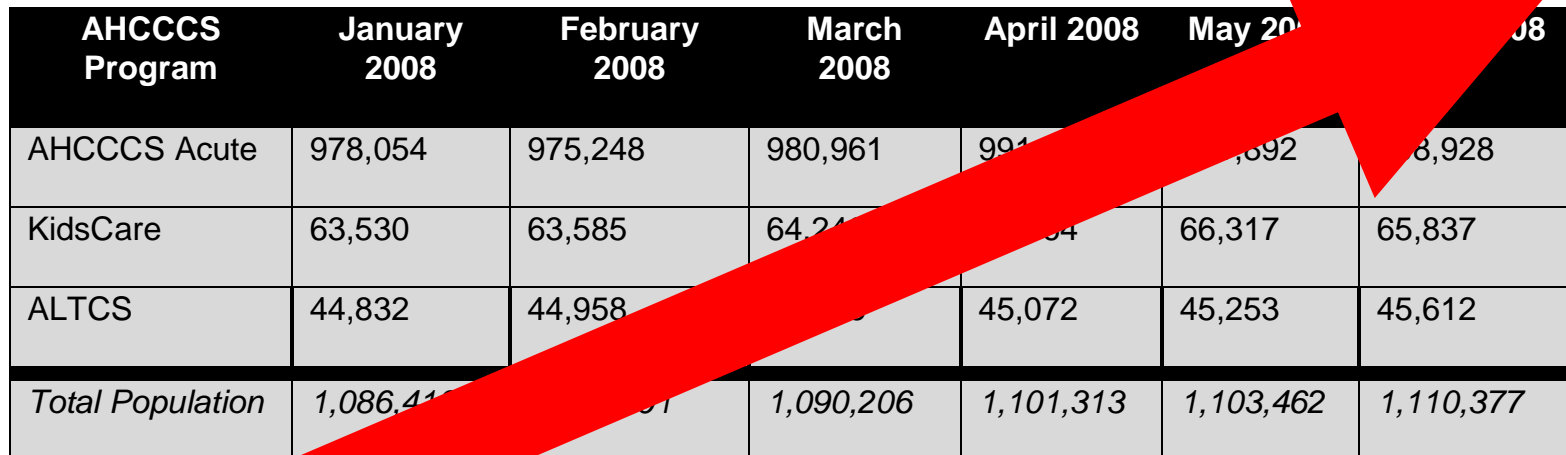
<http://www.cms.hhs.gov/TheChartSeries/downloads/2Tchartbk.pdf>

Data from the Office of the Actuary, Health Care Financing Administration. The percent of the population covered by Medicaid was estimated using average Medicaid enrollment data and Census Bureau estimates of the national population for each year.



AHCCCS Member Population

Within the first six months of 2008, AHCCCS had an increase in enrollees; which equates to 23,961 new members from January 2008-June 2008.



AHCCCS Program	January 2008	February 2008	March 2008	April 2008	May 2008	June 2008
AHCCCS Acute	978,054	975,248	980,961	991,092	991,892	988,928
KidsCare	63,530	63,585	64,214	64,994	66,317	65,837
ALTCS	44,832	44,958	45,035	45,072	45,253	45,612
<i>Total Population</i>	<i>1,086,416</i>	<i>1,083,791</i>	<i>1,090,206</i>	<i>1,101,313</i>	<i>1,103,462</i>	<i>1,110,377</i>

Financial Impact: National Facts

Low health literacy may be a major source of economic inefficiency in Arizona's health care system. To support this theory:

- The Partnership for Clear Health Communication estimates, conservatively, **\$58 billion dollars (annually) in unnecessary health care costs are being spent due to low health literacy.**
 - This represents **7-17% of all personal health care expenditures.**
 - **Less conservative estimates** suggest that the cost of low health literacy in the U.S. ranges from **\$73 to \$238 billion annually.**
- Individuals with inadequate health literacy remain in the hospital nearly two days longer.
- Annual health care costs are four times higher than average care costs (national average **\$12,974 compared with \$2,969**).

Partnerships



AHCCCS

Partnerships

- Arizona State University – Southwest Interdisciplinary Research Center (SIRC)
- University of Arizona – Family & Community Medicine
- YOU!



Resources & Additional References



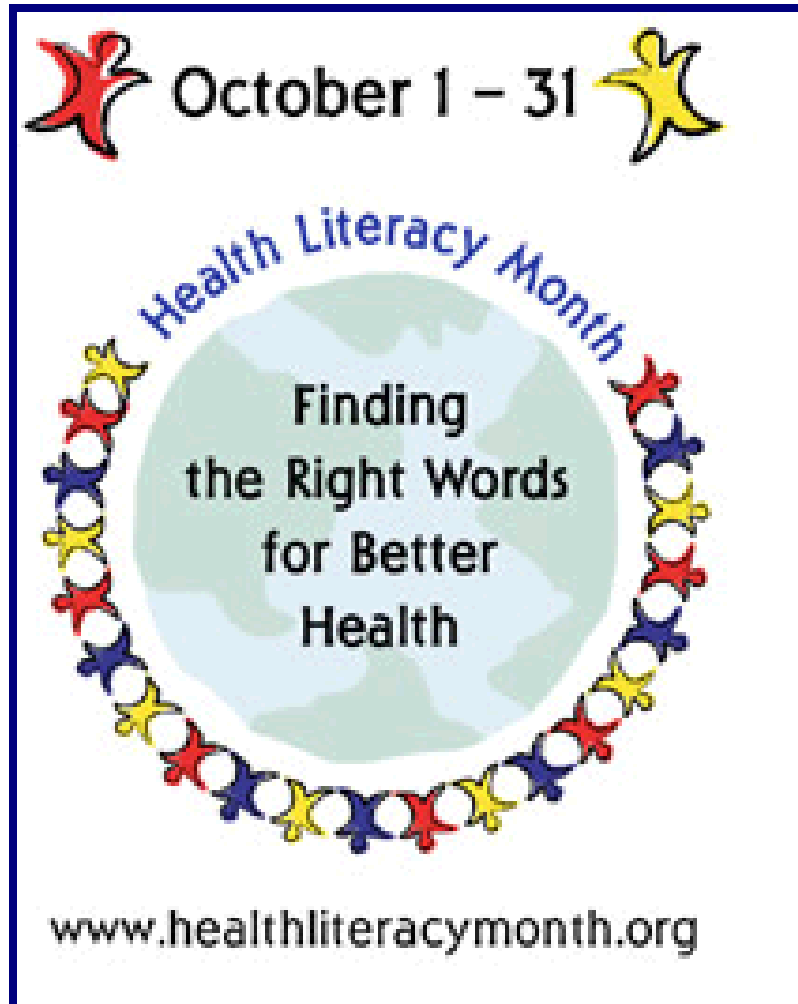
AHCCCS

Reminder!!!!

October is ***Health Literacy Month***

Visit: www.MyAZHealthandWellness.com for additional information & resources.

- Overview on Health Literacy
- “Did You Know” + Nationally recognized resources
- Survey
- Stuff for **Kids**



Resource List

1. National Center for Cultural Competence
<http://www11.Geogetown.edu/research/gucchd/nccc/index.html>
3. Office of Minority Health National Standards on Culturally and Linguistically Appropriate Services (CLAS)
<http://www.omhrc.gov/templates/browse.aspx?lvl=2&lvlID=15>
4. National Center for Minority Health & Health Disparities
<http://ncmhd.nih.gov/default.html>
5. Health Literacy Network
<http://HealthLiteracyNetwork.org>
6. Health Resources & Services Administration – Cultural Competence
<http://www.hrsa.gov/CulturalCompetence>
7. St. Luke's Health Initiatives Technical Assistance Partnership – Cultural Intelligence
<http://www.tapslhi.org/tap77.html>
9. Unnatural Causes...Is Inequality Making Us Sick?, California Newsreel, 2008
<http://www.unnaturalcauses.org>
10. The Praxis Project
<http://thepaxisproject.org>
11. The National Association of County and City Health Officials
<http://www.naccho.org>
12. Health Policy Institute of the Joint Center for Political and Economic Studies
<http://www.jointcenter.org>
13. Policy Link
<http://www.PolicyLink.org>
14. Prevention Institute
<http://www.PreventionInstitute.org>
15. Healthy Roads Media
<http://www.healthyroadsmedia.org/english/index.htm>

*Acknowledgement: Veronica Perez, Advisor for Cultural Competency & Health Literacy
Arizona Department of Health Services*

Contact Information

Kaaren-Lyn Morton

Electronic Clinical Decision Support Team (ECDS)
Arizona Health Care Cost Containment System
700 E Jefferson St, MD-915
Phoenix, AZ 85034

Email: Kaaren.Morton@azahcccs.gov

Office: 602-417-6906, Fax: 602-417-6901

Mobile: 480-343-2799





AHCPCS

“Our first care is your healthcare”



My Arizona Health and Wellness Website

www.MyAZHealthandWellness.com



AHCCCS

My Arizona Health and Wellness

■ Website

- The *My Arizona Health and Wellness* web portal, serves as an integral component AHCCCS' initiatives to raise health literacy.

■ Features of the site include:

- "Arizona-Specific" Health and Wellness Information (news, local health events, community resources, and special features on relevant health topics)
- Reading level at the 4th – 6th Grade
- Contains more than 6,000 evidence-based, medically reviewed topics on health conditions, medical tests and procedures, medications, and everyday health and wellness issues
- Decision Making Approach
- Interactive tools that allows the user to find health related information (Conditions A-Z, Children, Women, Men, Senior, First Aid, etc.)
- eLearning (multimedia), streaming videos; age, culturally/linguistically appropriate content

SUBMIT

Topics by category



Rx Search

Conditions A-Z

First Aid A-Z

Women

Men

Children

Teens

Seniors

- › Health News
- › Wellness in Arizona
- › Let's Talk Prevention
- › Watch, Listen, Learn
- › Health Resources
- › Interactive Health Tools



Healthwise® Handbook
Enter your Go to Web code:

Go!

HEALTHWISE® HANDBOOKS

[Learn More](#)



LA GUÍA PRÁCTICA DE HEALTHWISE®

[Aprenda Más](#)



Water Safety

Heat Safety

Symptom Checker

Talk to your Dr.

Summer's here and the temperatures are heating up! Protect yourself and your family from the summer heat with this information. [\[Click Here\]](#)

HEALTH EVENTS

Browse through upcoming health events in your area.
[\[more\]](#)

WATCH, LISTEN, LEARN

Our media center contains instructive, health-related, multimedia education tools, as well as testimonials from people like yourself
[\[More\]](#)

TOP SEARCHES

Phrases people most frequently search for in our health database are:

1. [Health](#)
2. [Pneumonia](#)
3. [Cardiac](#)
4. [Learning Center](#)
5. [Asthma](#)
6. [Plantar Fasciitis](#)
7. [Diabetes](#)
8. [Heart Attack](#)
9. [Insurance](#)
10. [Eye](#)

Updated: June 25, 2008



Check your symptoms



Su informacion de salud

WEBSITE SURVEY

Help My Arizona Health and Wellness to become a better website! Please take a moment to fill out our survey and let us know your thoughts. [Take survey now.](#)

MyAHCCCS.COM

MyAHCCCS Online - Microsoft Internet Explorer provided by AHCCCS

File Edit View Favorites Tools Help



Address <https://ssl.myahcccs.com/>

Sign In

User Name:
Password:

[I forgot my password or username](#)

Log In

Sign Up Now!

Annual Health Plan/Contractor
Enrollment Choice click [here](#)



What is MyAHCCCS Online?

MyAHCCCS allows AHCCCS members to view their own active healthcare and health plan enrollment for the following services:

- AHCCCS
- KidsCare
- Medicare
- Part D
- Behavioral Health
- Other Medical Insurance

AHCCCS members may also view a two-year history of eligibility and enrollment information for the same services.

Members can link to their active health plan websites.

Members can view their annual anniversary health plan enrollment date and link to the annual enrollment change website.

Members can verify if AHCCCS has their correct address.

How do I...

- » [Use MyAHCCCS Online?](#)
- » [Change my health plan/contractor](#)
- » [Become an AHCCCS Member?](#)
- » [Learn more about what services AHCCCS provides?](#)
- » [Contact AHCCCS?](#)
- » [Member Help](#)
- » [Frequent Questions](#)
- » [Sign Up Now!](#)

» [Online Premium Payment](#)

How do I Register for MyAHCCCS Online?

Signing up is quick and easy...

For a demonstration of how to register or how to navigate MyAHCCCS.com, click [here](#).

1. We will ask you to enter an AHCCCS ID number and Date of Birth, or Social Security Number and Date of Birth.
2. You will create a user name and password.
3. You will use your user name and password to sign in and use Membership Verification Online.

Please do not share your username and password!

1. You can view all approved members in your case with one registered account,
-OR-
2. You can register each member in your case separately.



Introduction

■ Member Website Phase I

☐ Objective:

Implementation of a secure verification web site for members who want to register an account for access to their personal information.

☐ Features:

Verification of demographic, eligibility, enrollment, & general AHCCCS information for the registered member and others in the same case originated from the same eligibility source



Current Status

54,500 registered members



2008

- ☐ Verification of Address
- ☐ Helpful Links
- ☐ FAQ Additions
- ☐ Online Premium Payments
- ☐ Enhanced User Trend Reports
- ☐ Spanish Tutorial
- ☐ Update Email
- ☐ Mandatory Collection of Email



2009

- ☐ Update Address Online
- ☐ ID Card Request
- ☐ Surveys
- ☐ Paperless Option
- ☐ Email Alerts
- ☐ All Enrollment Choices online
- ☐ Alert on Change to Case in PMMIS

Tutorial

The screenshot shows a web browser window titled "MyAHCCCS Online - Microsoft Internet Explorer provided by AHCCCS". The address bar shows "https://ssl.myahcccs.com/". The page layout includes a "Sign In" section on the left with fields for "User Name:" and "Password:", a "Log In" button, and a link "I forgot my password or username". Below this is a "Sign Up Now!" button and text about "Annual Health Plan/Contractor Enrollment Choice" with a link "here". There are three logos: "Kids Care" (Affordable Healthcare For Arizona's Children), "my health & wellness" (Your Resource for AZ Health Information), and "AZ LINKS" (Your link to aging and disability resources). The main content area has a heading "What is MyAHCCCS Online?" followed by a paragraph: "MyAHCCCS allows AHCCCS members to view their own active healthcare and health plan enrollment for the following services:". A bulleted list follows: AHCCCS, KidsCare, Medicare, Part D, Behavioral Health, and Other Medical Insurance. Below this, it states: "AHCCCS members may also view a two-year history of eligibility and enrollment information for the same services.", "Members can link to their active health plan websites.", "Members can view their annual anniversary health plan enrollment date and link to the annual enrollment change website.", and "Members can verify if AHCCCS has their correct address." To the right is a "How do I..." section with links: "Use MyAHCCCS Online?", "Change my health plan/contractor", "Become an AHCCCS Member?", "Learn more about what services AHCCCS provides?", "Contact AHCCCS?", "Member Help", "Frequent Questions", "Sign Up Now!", and "Online Premium Payment". At the bottom is a "How do I Register for MyAHCCCS Online?" section with the text: "Signing up is quick and easy... For a demonstration of how to register or how to navigate MyAHCCCS.com, click [here](#)." followed by a numbered list: 1. We will ask you to enter an AHCCCS ID number and Date of Birth, or Social Security Number and Date of Birth. 2. You will create a user name and password. 3. You will use your user name and password to sign in and use Membership Verification Online. Below this is a warning: "Please do not share your username and password!" followed by a numbered list: 1. You can view all approved members in your case with one registered account, -OR- 2. You can register each member in your case separately.

Sign In

User Name:

Password:

[I forgot my password or username](#)

Annual Health Plan/Contractor Enrollment Choice click [here](#)

Kids Care
Affordable Healthcare For Arizona's Children

my health & wellness
Your Resource for AZ Health Information [more >](#)

AZ LINKS
Your link to aging and disability resources

What is MyAHCCCS Online?

MyAHCCCS allows AHCCCS members to view their own active healthcare and health plan enrollment for the following services:

- AHCCCS
- KidsCare
- Medicare
- Part D
- Behavioral Health
- Other Medical Insurance

AHCCCS members may also view a two-year history of eligibility and enrollment information for the same services.

Members can link to their active health plan websites.

Members can view their annual anniversary health plan enrollment date and link to the annual enrollment change website.

Members can verify if AHCCCS has their correct address.

How do I...

- » [Use MyAHCCCS Online?](#)
- » [Change my health plan/contractor](#)
- » [Become an AHCCCS Member?](#)
- » [Learn more about what services AHCCCS provides?](#)
- » [Contact AHCCCS?](#)
- » [Member Help](#)
- » [Frequent Questions](#)
- » [Sign Up Now!](#)

» [Online Premium Payment](#)

How do I Register for MyAHCCCS Online?

Signing up is quick and easy...
For a demonstration of how to register or how to navigate MyAHCCCS.com, click [here](#).

1. We will ask you to enter an AHCCCS ID number and Date of Birth, or Social Security Number and Date of Birth.
2. You will create a user name and password.
3. You will use your user name and password to sign in and use Membership Verification Online.

Please do not share your username and password!

1. You can view all approved members in your case with one registered account,
-OR-
2. You can register each member in your case separately.



Features of the eLearning Multimedia Component

- Streaming video with dynamic, character-driven video content
- Focus is on chronic conditions or other health issues impacting the AHCCCS Medicaid community (ex. Diabetes, Oral Health Care, Asthma, etc.)
- Information presented is culturally and linguistically relevant to AHCCCS population
- Perez Series and Choices in English and Spanish
- Co-written, and reviewed with the guidance of top medical professionals including the University of Arizona Family & Community Medicine and AHCCCS medical directors



Features of the eLearning Multimedia Component

- 'Edutainment tools engage and inspire the learner to get involved in his or her own care through character driven story telling.
- AHCCCS members will be able to select characters they relate to – either through culture, age, ethnicity, content type, or language – to guide them through the self management and prevention of chronic disease.
- The characters will face the unique challenges that the AHCCCS member may face based on these factors.
- This belief is in line with andragogy theory: the more the adult learner is engaged and motivated through the learning, the more relevant it is to them, the more they will learn.

My Arizona Health and Wellness: eLearning/Multimedia

eLearning Productions:

- *Choices* – A series of persons and their stories for conquering on-set diabetes
- *The Perez Family* – novella approach to Latino family chronic disease issues – diabetes (on-set and stage 2), heart disease, pre-natal care, asthma, at-risk teens, prostate problems, keeping kids healthy
- *Average “Joe” videos* – features an average citizen and his rationalization of his chronic illness – a comic approach that everyone will relate to
- *Mort Plays a Sport* – A kids video series featuring a super hero dealing with health issues



“The Perez Family”

